



## **CARDIOMARK, L.L.C. AND GATEWAY ELECTRONIC MEDICAL MANAGEMENT SYSTEMS ANNOUNCE STRATEGIC RELATIONSHIP**

### **MARKETING AND TECHNOLOGY MERGE**

Cardiomark, L.L.C., leaders in cardiology marketing, announced today a strategic alliance with Gateway Electronic Medical Management Systems (GEMMS). Through this alliance, cardiologists will now have the option of purchasing an electronic clinical information system (ECIS) that includes all the services of the Pocket EKG Marketing System.

The Pocket EKG Program provides a clinical tool for the heart patient (The Pocket EKG Card); and a patient satisfaction survey and marketing service to the physician organization. Pocket EKG is a wallet size heart identification card that contains the patient's complete cardiac history including the physician organization highlighted on the card front; and the patient's baseline electrocardiogram on the card back. The clinical value for a patient to carry this information is documented: According to a study published in the December 1990 issue of the Journal of General Internal Medicine, there is a 54 percent reduction in unnecessary hospital admissions when physicians have access to a patient's baseline EKG. Further, in a study conducted by the Department of Medicine at the University of California, Irvine and published in The American Journal of Medicine (December 1991), 79 percent of physicians polled found that instant access to a patient's baseline electrocardiogram helped promote rapid and accurate treatment.

When the patient receives their Pocket EKG Card in the mail, a patient satisfaction survey on their visit to the cardiologist's office is included with instructions to complete and return to Cardiomark llc. Every quarter, Cardiomark llc sends a survey report to the physician practice based on the patient responses. Along with the card and survey, Cardiomark llc offers a complete marketing program for the practice that includes:

- EKG Screening Kit (for community promotions and employer direct marketing)
- Media Kit (including web page layout)
- Patient Education Materials
- Slide Kit (designed for community and patient education)

## Gateway Electronic Medical Management Systems

GEMMS is the nation's first organization to develop and market an electronic clinical information system (ECIS) for cardiology practices. The first ECIS system was installed in 1997 at Nasser, Smith & Pinkerton Cardiology in Indianapolis, with national product marketing and installations beginning in 1999. Through ECIS, cardiology practices can integrate their clinical, fiscal and management information into one system and manage a standard of care throughout a group's entire network. With this integration, practices can save time and money, facilitate faster decision making, analyze diagnostic testing results more efficiently, obtain greater access to information, process prescriptions more efficiently, and deliver enhanced patient care and health care solutions.

GEMMS' Electronic Clinical Information System allows for:

- Patient registration and scheduling
- Messaging
- Ordering
- Clinical encounter documentation
- Workflow evaluation
- Patient and provider tracking
- Insurance Coding and documentation
- Prescription writing
- Full clinical database storage at the encounter level

"GEMMS always looks to offer flexibility to clients when implementing an ECIS system. By providing interfaces to various services such as Pocket EKG, ECIS becomes an even more effective practice management tool," says Rodger P. Pinto, Ph.D., chief executive officer, GEMMS. "Cardiomark's Pocket EKG program offers clients yet another way to get the right information, to the right people, at the right time, which is a hallmark of the GEMMS philosophy."

Cardiomark, L.L.C.

Cardiomark, L.L.C. is a health care marketing company that assists in developing and expanding cardiac programs and medical practices. Cardiomark llc is dedicated to providing clinical tools for heart patients that promote rapid and accurate medical treatment decisions while simultaneously promoting medical care alliances between patients, physicians, hospitals, and payors.

"We are excited about this new alliance that is the perfect merging of technology, patient satisfaction, and marketing--specific to the needs of cardiologists".